

## Message Text

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72

ACTION NEA-05

INFO OCT-01 ADP-00 EB-11 PER-05 /022 W

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R 231130 Z JUN 73

FM AMEMBASSY TEHRAN

TO SECSTATE WASHDC 2831

INFO USDOC WASHDC

UNCLAS TEHRAN 4435

E. O. 11652: N/ A

TAGS: BEXP, EGEN, IR

SUBJECT: COUNTRY COMMERCIAL PROGRAM: MARKETING RESEARCH  
OFFICER POSITION

REF: STATE 117096

1. EMBASSY HAS DISCUSSED COMMERCIAL PROGRAM PAPER WITH MR. WELCH OF COMMERCE DEPARTMENT. WE HAVE COVERED IN SOME DETAIL THE PROPOSED MARTTOWPG RESEARCH OFFICER ( MRO) POSITION IN THE TRADE DEVELOPMENT CENTER.

2. EMBASSY AND WELCH IN AGREEMENT ON NEE TOR EXPANDED MARKET RESEARCH ACTIVITIES AND THERE IS NO PROBLEM CONCERNING ORGANIZATIONAL ORIGIN OF SPECIALTION I. E., EITHER A STATE OR COMMERCE POSITION IS EQUALLY ACCEPTABLE.

3. HOWEVER, EMBASSY STRONGLY SUGGESTS THAT MRO WILL BE BETTER SERVED BY ASSIGNMENT IN THE EMBASSY RATHER THAN THE TDC FOR FOLLOWING REASONS:

A. EMBASSY COMMERCIAL UNIT LOCAL STAFF FAR BETTER ABLE TO SUPPORT MRO BOTH FOR BACKGROUND INFORMATION AND CONTACT WORK THAN TDC. TDC STADF WILL NECESSARILY BE HEAVILY ENGAGED IN ACTUAL SHOW, TRADE MISSION, ETC., PREPARATION THAN EMBASSY STAFF AND WILL PROBABLY NOT BE ABLE TO DEVOTE AS MUCH TIME TO SUPPORT MRO AS WILL BE NECESSARY

?. UNLESS MRO IS PERSIAN LANGUAGE OFFICER, WHICH APPEARS  
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DOUBTFUL, HE WILL REQUIRE ALMOST FULL- TIME LOCAL ASSISTANCE IN MAKING HIS ROUNDS, ESPECIALLY OUTSIDE OF TEHRAN AND IN INTERPRETING AND COLLATING STATISTICAL AND OTHER SUPPORTING DATA NEEDED IN PREPARING COMPREHENSIVE MARKET SURVEY. SECRETARIAL SUPPORT, BOTH AMERICAN AND LOCAL, CONSIDERABLY MORE ADEQUATE IN EMBASSY.

C. PHYSICAL LOCATION WITHIN EMBASSY WILL PERMIT FREE ACCESS TO FULL RANGE OF SERVICES INCLUDING ACCESS TO GOI OFFICIALS WHICH AT OUTSET AT LEAST TDC UNABLE SUPPLY.

D. EMBASSY UNDER NO CIRCUMSTANCES WILL DIVERT ATTENTIONS OF PROPOSED MRO FROM HIS ASSIGNED TASK.

4. EMBASSY SUGGESTS THAT FURTHER POINT SHOULD BE CAREFULLY CONSIDERED BY DEPARTMENTS OF STATE AND COMMERCE BEFORE FIRMLY DECIDING ON MRO ASSIGNMENT TO TDC. EMBASSY COMMERCIAL UNIT HAS BEEN ONLY PARTIALLY STAFFED FOR THE BETTER PART OF PAST THREE YEARS. IF COMMERCIAL UNIT IS FULLY AND ADEQUATELY STAFFED AND PRIORITIES OF UNIT RE- ORDERED, NEED FOR FULL- TIME MRO MAY NOT BE AS PRESSING AS COUNTRY COMMERCIAL PAPER IMPLIES. HENCE, EMBASSY'S EARLIER RECOMMENDATION THAT FIRM DECISION ON MRO AWAIT ARRIVAL OF TC DIRECTOR STILL VALID.

5. SEPTEL FOLLOWS CONCERNING OTHER EMBASSY SUGGESTIONS FOR CCP WHICH WELCH WILL BE ABLE DISCUSS IN DEPTH WHEN HE RETURNS.  
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\*\*\* Current Handling Restrictions \*\*\* n/a

\*\*\* Current Classification \*\*\* UNCLASSIFIED

## Message Attributes

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**Previous Handling Restrictions:** n/a  
**Reference:** 73 STATE 117096  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** martinjw  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 04 OCT 2001  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <04-Oct-2001 by phillir0>; APPROVED <08 FEB 2002 by martinjw>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**Subject:** COUNTRY COMMERCIAL PROGRAM: MARKETING RESEARCH OFFICER POSITION  
**TAGS:** BEXP, EGEN, IR  
**To:** NEA  
**SECSTATE WASHDC INFO USDOC**  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005